

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----006935 291907Z /43

R 291857Z AUG 78
FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 1428
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL MUNICH

UNCLAS SECTION 01 OF 02 BONN 15759

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: ADS REQUEST - BREVEL MOTORS, A MCGRAW-EDISON
CO.DIV. CARLSTADT, N.J.

THE FOLLOWING FIRMS WERE CONTACTED INDIVIDUALLY BY THE
FOREIGN SERVICE POSTS AND HAVE EXPRESSED THEIR INTEREST:

AUTOHAUS JACOB FLEISCHHAUER KG
CLEVISCHER RING 45
D-5000 KOELN 80
CONTACT: HERR RUETGERS
PHONE: 0221/621001
TELEX: 8873472
COMMENT: SUBJECT FIRM IS AN IMPORTANT DISTRIBUTOR FOR
VOLKSWAGEN AND AUDI AUTOMOBILES, MOTORS, PARTS AND
ACCESSORIES IN GERMANY. SINCE FIRM ALSO DEALS WITH IN-
DUSTRIAL ENGINES AND PRODUCTS, MR. RUETGERS IS GENE-
RALLY INTERESTED IN RECEIVING US FIRM'S OFFER AND BUSI-
NESS PROPOSAL.
FIRM'S DATA: ESTABLISHED: 1923; EMPLOYS: 1200; ANNUAL
SALES: SEVERAL HUNDRED DM; FIN.REFS: SAL. OPPENHEIM JR
& CIE; STADTSPARKASSE, KOELNER BANK, COMMERZBANKND
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BANK FUER GEMEINWIRTSCHAFT, ALL IN D-5000 KOELN.

EDELMANN-ANTRIEBSTECHNIK GMBH
FISCHBACHERSTRASSE 11-13
D-8501 FEUCHT B. NUERNBERG
CONTACT: HERR STUMPTNER, MANAGER
PHONE: 09128/2011

TELEX: 626128 (EANT D)

COMMENT: GERMAN FIRM WAS ESTABLISHED IN 1976, ACTS AS MANUFACTURER AND DISTRIBUTOR OF SMALL ELECTRIC MOTORS IN COMPUTER SOFTWARE, MEDICAL AND COMMERCIAL INSTRUMENTS. EMPLOYS 40 PERSONS IN FEUCHT AND 5 SALESMEN IN GERMANY. IT IS INTERESTED IN EXPANDING ITS PRESENT SALES PROGRAM. FIRM SELLS ITS PRODUCTS WITHIN WEST GERMANY AND EC COUNTRIES. WOULD WELCOME DIRECT CONTACTS WITH US FIRM.

AMCONSUL FRANKFURT COMMENT:

THE WEST GERMAN MARKET FOR SMALL ELECTRIC MOTORS, IN RECENT YEARS, HAS BECOME HIGHLY COMPETITIVE WITH THE APPEARANCE ON THE SCENE OF PRODUCTS FROM FRANCE, ITALY, THE NETHERLANDS, AND JAPAN. THE FORMULA FOR SUCCESSFUL ENTRY INTO AND EXPANSION OF THE WEST GERMAN MARKET OF SMALL ELECTRIC MOTORS IS DIRECT CONTACT FROM THE MANUFACTURER TO DOMESTIC END USERS. ONLY THE MANUFACTURER/DESIGNER OF MOTORS CAN DECIDE ON THE SPOT WHETHER SUCH SEEMINGLY SIMPLE REQUESTS BY THE POTENTIAL END USERS CAN BE FILLED, AS FOR INSTANCE THE MODIFICATION OF THE POSITION OF SHELTER TRAPPED HOLES, MOUNTING EARS, BEARING BRACKETS, AND THE LIKE, IN ORDER TO SUIT SPECIFIC CUSTOMERS WISHES. THE END USERS IN GERMANY, FOR SMALL MOTORS, ARE IDENTICAL WITH THOSE IN THE

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UNITED STATES, OF WHICH SOME OF THEM ARE LISTED ON THE
OUTER PAGE OF BREVEL'S SALES LITERATURE. SINCE IT IS
COMMON PRACTICE IN GERMANY THAT DOMESTIC
SMALL MOTOR MANUFACTURERS SELL DIRECTLY TO THEIR PO-
TENTIAL END USERS-- THEREBY ALSO BUILDING UP A CLIMATE
OF CONFIDENCE IN THE COURSE OF TIME, OFTEN RESULTING IN
THE BENEFICIAL TWO-WAY COMMUNICATION OF NEW IDEAS--THE
U.S. MANUFACTURER MIGHT WISH TO PROCEED ALONG THESE
LINES AS WELL, AND/OR APPROACH SUCH U.S. MANU-
FACTURING SUBSIDIARIES IN GERMANY TO WHOM THE BREVEL
UNDER PRIVATE LABEL TO ORIGINAL EQUIPMENT MANUFACTURERS
IN GERMANY, OR EXPLORE SOME OTHER MEANS OF MUTUALLY
PROFITABLE COOPERATIVE ARRANGEMENT WITH GERMAN MANU-
FACTURERS OF SMALL ELECTRIC MOTORS. IN THE LATTER CASE,
EVERY ASSISTANCE WOULD BE PROVIDED THROUGH DR.
WERNER SCHMIDT, MANAGER OF THE WEST GERMAN ELECTRIC
MOTORS INDUSTRY ASSOCIATION AT THE FOLLOWING
ADDRESS: FV 1 ELEKTRISCHE MASCHINEN IM ZVEI,
STRESEMANNALLEE 19, D-6000 FRANKFURT/MAIN 70; PHONE:
0611-6302233. THE FEW DOMESTIC AGENTS/DISTRIBUTORS IN
OUR AREA APPROACHED ON THIS MATTER REJECTED THE OFFER
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FOR THE REASONS EXPLAINED ABOVE, ADDING THAT THEY HAVE
EXCLUSIVE CONTRACTS FOR REPAIR AND MAINTENANCE WITH
GERMAN ELECTRIC MOTOR MANUFACTURERS ONLY.

APPROVING OFFICER: GUSTAF COONTZ, COMMERCIAL COUNSELOR
MEEHAN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 29 aug 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BONN15759
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780352-1103
Format: TEL
From: BONN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780810/aaaaaidi.tel
Line Count: 156
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: cab88457-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1539371
Secure: OPEN
Status: NATIVE
Subject: ADS REQUEST - BREVEL MOTORS, A MCGRAW-EDISON CO.DIV. CARLSTADT, N.J. THE FOLLOWING FIRMS WERE CONTACTED INDIVIDUALLY BY
TAGS: BEXP, GE
To: COM
Type: TE
vdkgvkey: odb://SAS/SAS.dbo.SAS_Docs/cab88457-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014